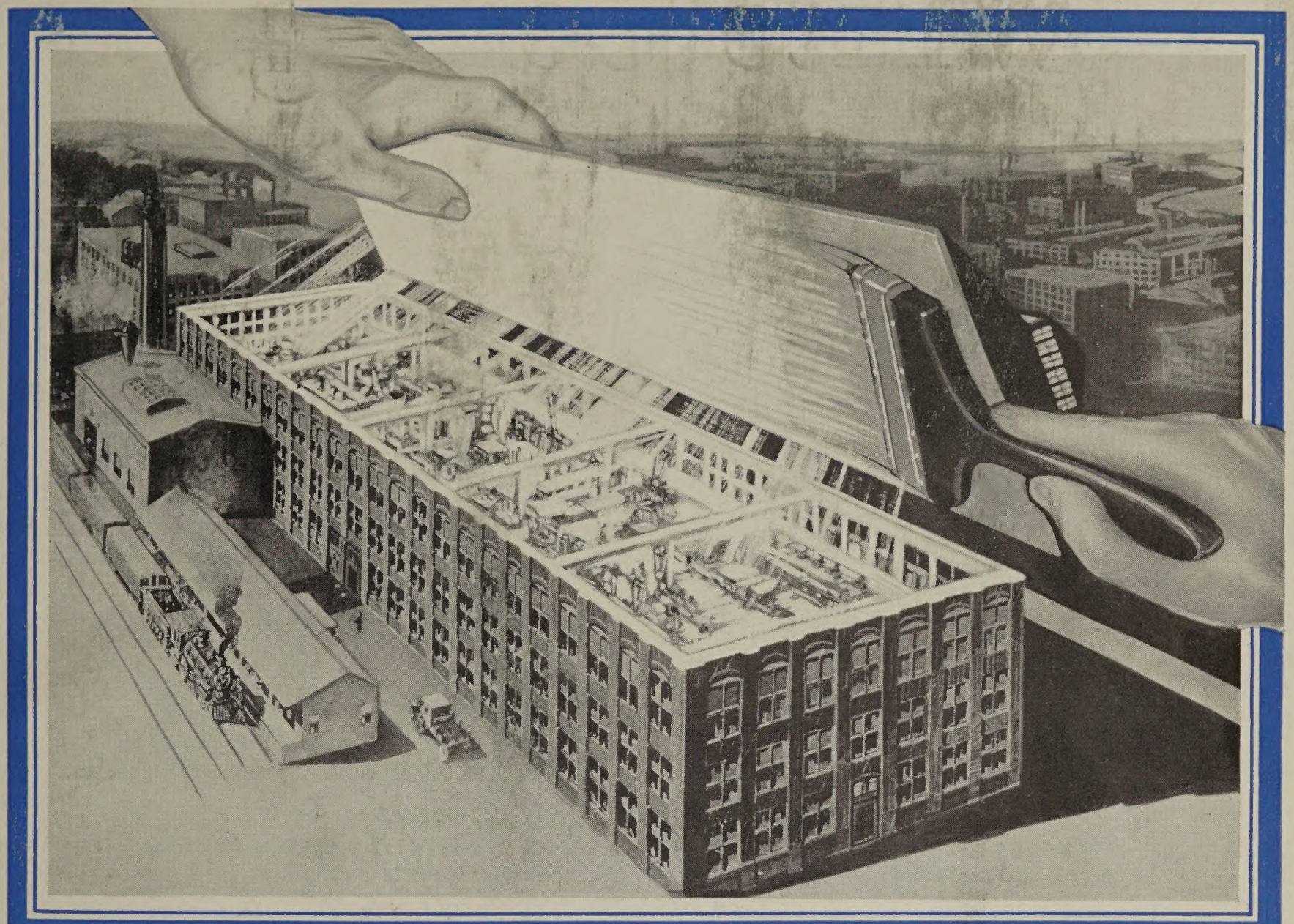
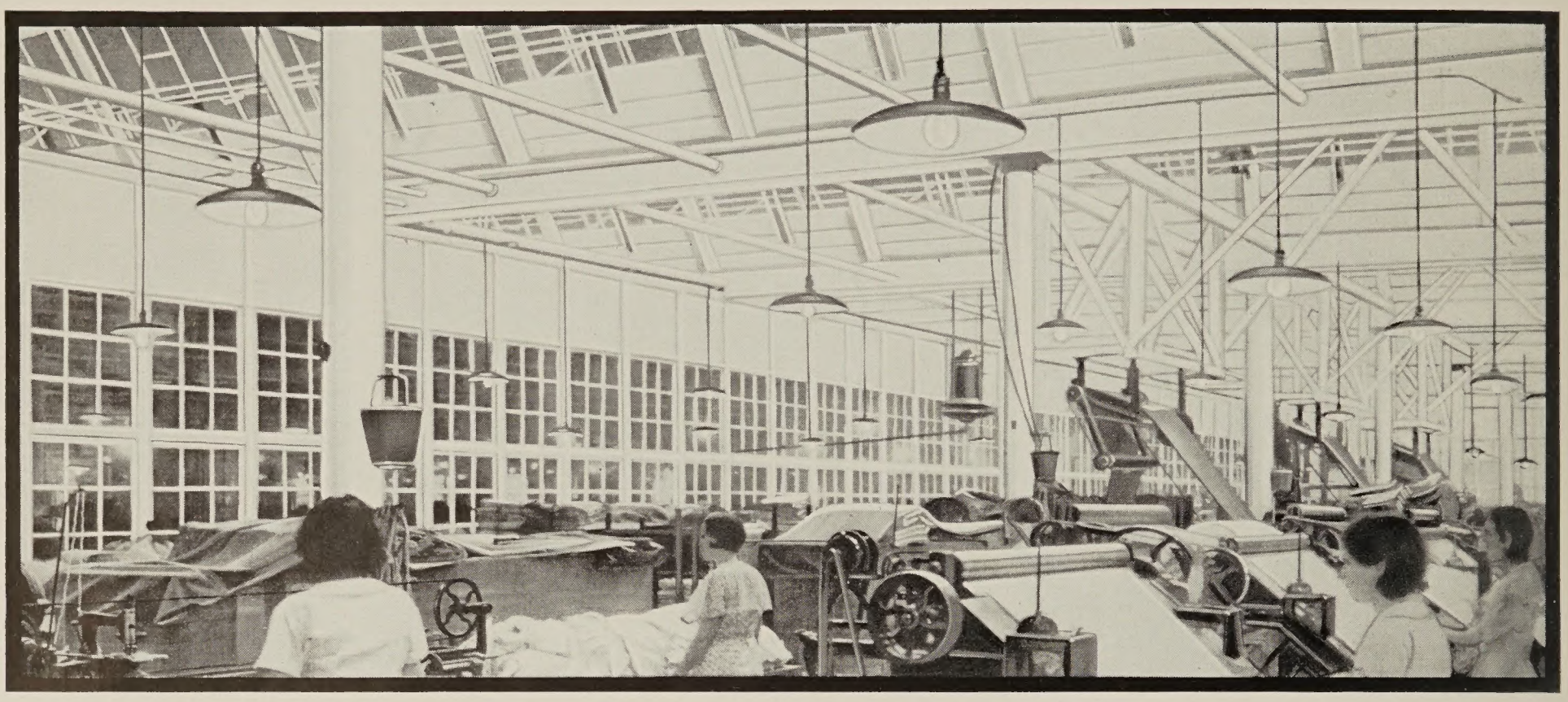


More LIGHT

with lasting

CLEANLINESS

"White Ceilings and



INSPECTION ROOM, Dan River Cotton Mill of Riverside and Dan River Cotton Mills, Inc., users since 1905 of over 75,000 gallons of Barreled Sunlight. Here the soft, agreeable light reflected by Barreled Sunlight means less strain on eyes and nerves . . . faster, more efficient inspection . . . fewer errors.

ENTER a modern plant in any line of industry, and the chances are you'll see ceilings and walls painted white.

The reason is obvious. White painted ceilings and walls reflect and diffuse *more light* — both natural and artificial — throughout the plant interiors. And more light in any plant steps up production, cuts costs . . . reduces errors, spoilage. In fact, illumination engineers have proved time and again that better plant illumination made possible by white painted ceilings and walls pays for itself many times over in dollars and cents.

How about the plant with ceilings and walls painted a white which is no longer white . . . which has become dingy, yellowed with age . . . or covered with dust and dirt? That plant is simply losing advantages of light-reflection . . . important advantages for which good money has been paid.

Is your plant one that has not been repainted because you have felt that business conditions do not warrant the "expense"? Does the volume of your sales decide the efficiency of your production? Remember, every day your plant operates with dull, dingy or yellowed ceilings and walls, you are wasting money.

Your ceilings and walls are absorbing your profits. Your production is slower. Your spoilage greater. Your electric light bill contains an unseen tax in the form of light you pay for — but don't get!

Put your ceilings and walls back to work with a good coat of white paint . . . keep them at work for years to come with the white paint that remains white longest . . . Barreled Sunlight. See Surety on page 4.

Barreled Sunlight *keeps*

Walls work for You"

say noted Illumination Engineers

" 'Saving' on light and paint usually means wasting profits"

A NOTED illuminating engineer says, "While cutting out every non-profit producing expense is a vital obligation of good management, any attempt to 'save' by skimping on such absolute production essentials as good lighting equipment and clean, light-colored interiors defeats itself.

"Good lighting contributes to swift, accurate production . . . minimizes spoilage . . . reduces accident hazards . . . facilitates inspection . . . insures a better product at a lower unit cost.

"Walls gray with dirt . . . yellow with age . . . reflect only 15% to 20% of the light that strikes them! With ceilings and walls painted a clean, lasting white, you can often raise the illumination 50% to 100%. That spells comfortable, accurate seeing ability, and increased production economy."

"Dark Surfaces are Sponges that Soak up Your Profits"

ANOTHER statement from a well-known illuminating expert — "Two things are essential . . . adequate sources of light and bright interiors that reflect light and put it to work.

"The kind of lighting equipment your plant may need will vary to meet conditions. But one factor is constant . . . white ceilings and walls that remain white will insure the maximum illumination from your lighting system. . . ."

"Good Lighting . . . Quality Paint reduce production costs"

ANOTHER distinguished lighting expert concludes — "Scientific tests show that white interiors which have turned yellow . . . which are covered with dirt . . . or interior surfaces which are unpainted . . . may reduce illumination as much as 60%, slow down production of your workers 10% or more."

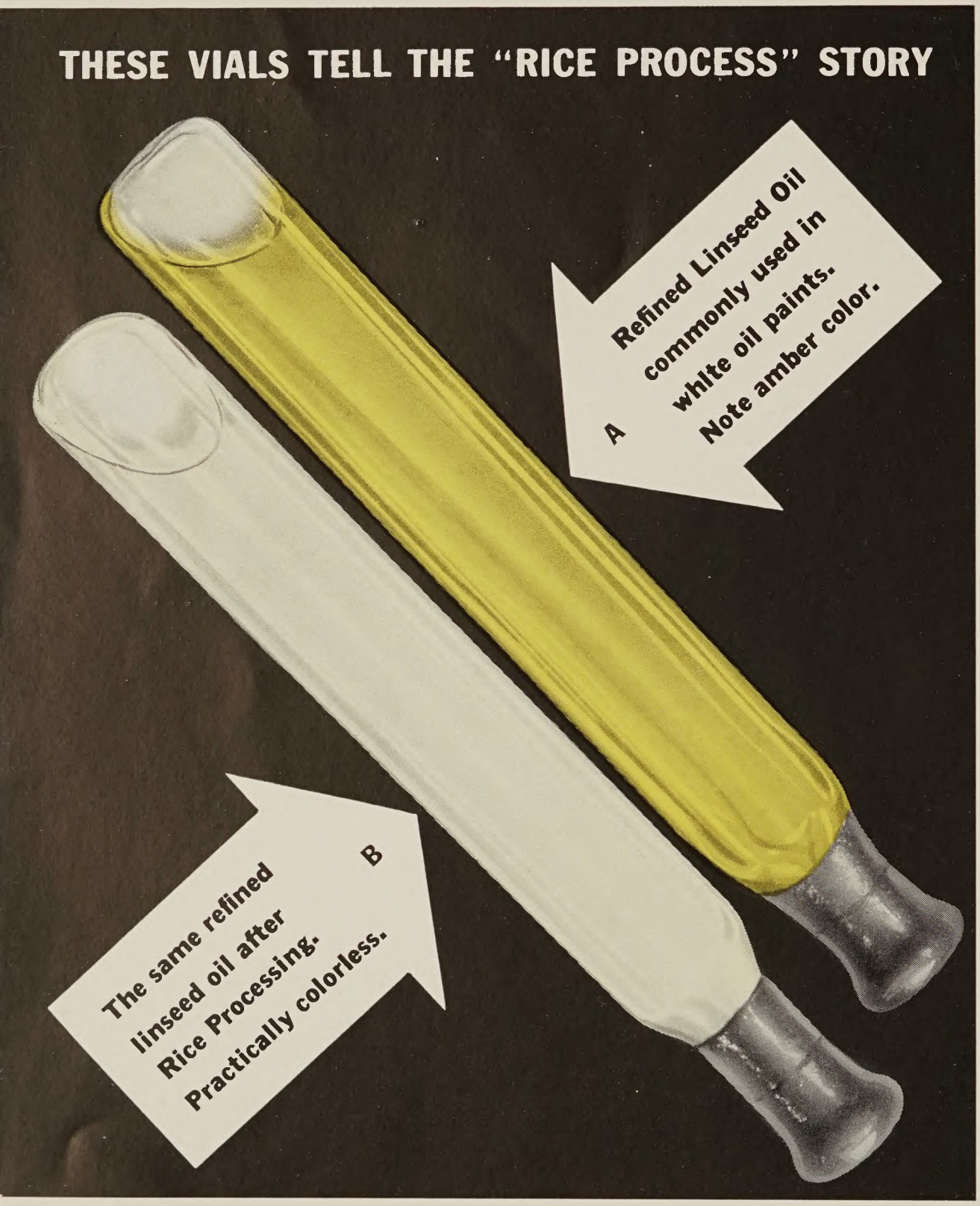
"Even in your plant Dingy interiors and poor lighting may be sacrificing profits"

THIS noted lighting engineer adds — "Furthermore, you cannot leave the matter of adequate lighting to guess-work. In 85% of American plants, bad guessing is costing management serious losses in economy of production that you can easily avoid.

"Keep ceilings and walls a clean white. Unpainted . . . grayed with grime and dirt . . . or yellowing with age, they may absorb as much as 80% of the light that strikes them. They deaden daylight. They may seriously reduce the efficiency of a fine artificial lighting installation. They waste the light for which you are paying. Painted a lasting white, and kept clean, they may increase the level of general illumination as much as 15% to 25%."

Ceilings *and* Walls *at work!*

Barreled Sunlight *remains* WHITE — *reflects* LIGHT *LONGEST!*


THESE VIALS TELL THE "RICE PROCESS" STORY
A
Refined Linseed Oil commonly used in white oil paints. Note amber color.
B
The same refined linseed oil after Rice Processing. Practically colorless.

VIAL A contains refined linseed oil commonly used in white oil paints. The yellow color of this linseed oil disappears when the oil is properly mixed with white pigments. The white paint it makes looks white. But don't be fooled! The yellow is still there. Sooner or later it will appear upon your painted ceilings and walls!

• • •

VIAL B shows how the same highly refined linseed oil, as contained in the first tube, appears after treatment by the "Rice Process." It is almost pure white. This "Rice Processed" linseed oil is the principal reason why Barreled Sunlight is whiter at the start, remains white, year after year . . . spreads and hides better, flows more easily.

• • •

WHY paint your walls and ceilings *white* only to have them turn *yellow* soon after the paint is applied? You stand to lose all that continuously high light reflection means. Soon you must paint again, with all attendant cost and disturbance of routine.

The makers of Barreled Sunlight were the originators and are the sole users of the "Rice Process" which overcomes *yellowing*, the bugaboo of ordinary paints.

Look at the two vials shown on this page. They are reproduced from actual, unretouched photographs. The difference they show is largely responsible for the difference between "yellowing" paints and lastingly white Barreled Sunlight.

Easy enough to say a paint will remain white . . . it's a common claim. But not so easy to make good the claim! The "Rice Process" however, enables us to give you a definite *Surety* of Barreled Sunlight's lasting whiteness. Read this surety at left.

YOUR SURETY

We maintain that Interior Barreled Sunlight Gloss, the "Rice Process" White, will remain white longer than any oil-gloss paint or enamel, domestic or foreign, applied under the same normal service conditions and according to our specifications. If it does not do so, we will give, free, enough Barreled Sunlight to repaint the job.

The only White Interior Paint combining

ALL 5

Vital Qualities

It's WHITER
— greater in light-reflecting power.

It remains WHITE LONGER
— danger of "yellowing" greatly reduced.

It SPREADS FARTHER
— less paint for the job . . . less time and labor to apply it.

It "HIDES" BETTER
— often one coat covers where two of ordinary paints are necessary.

It FLOWS MORE EASILY
— a quicker job . . . less expense for time and labor.

THEY'RE absolutely necessary to the all-round efficiency of a white industrial paint, these five qualities — *initial whiteness, lasting whiteness, spreading and covering powers, ease of flow.*

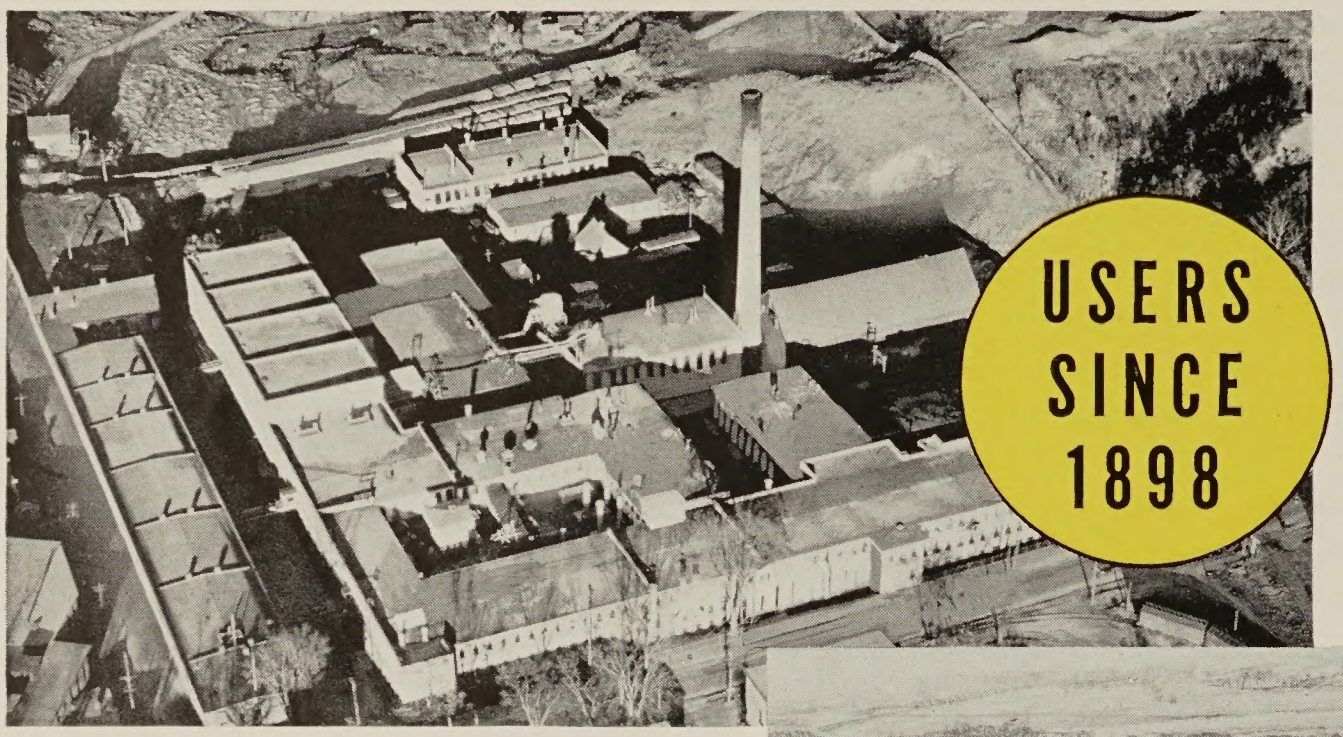
Ordinary white paints have them in varying degree. Some claim a high degree of initial whiteness but *how long* will this whiteness last? Others boast great spreading power — but *how well* do they cover? And have they an ease of flow that speeds up painters' brushes . . . prevents delays due to clogging spray guns?

Comparative tests have proved that Barreled Sunlight alone scores on *all* five white paint quality counts. It is, beyond a doubt, today's only white paint combining every quality necessary to highest possible light-reflection, lowest conceivable cost of application and maintenance.

We welcome trial comparative tests at any time for whiteness, opacity, ease of application, square footage and length of life, under equal conditions, against any other interior gloss white on the market. We invite you to send for a free test sample can of Barreled Sunlight. Make your own comparisons. Or call for an experienced Barreled Sunlight representative who will make the tests for you under your own directions.

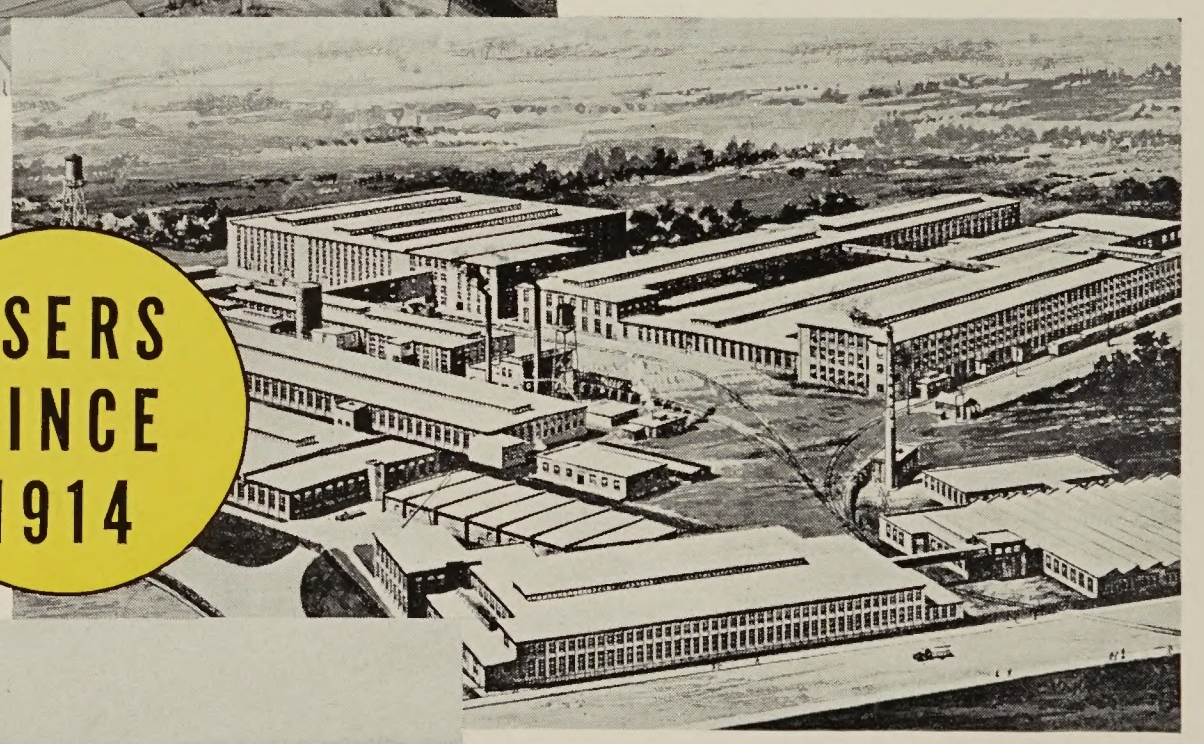
WHAT BETTER

Long years of use



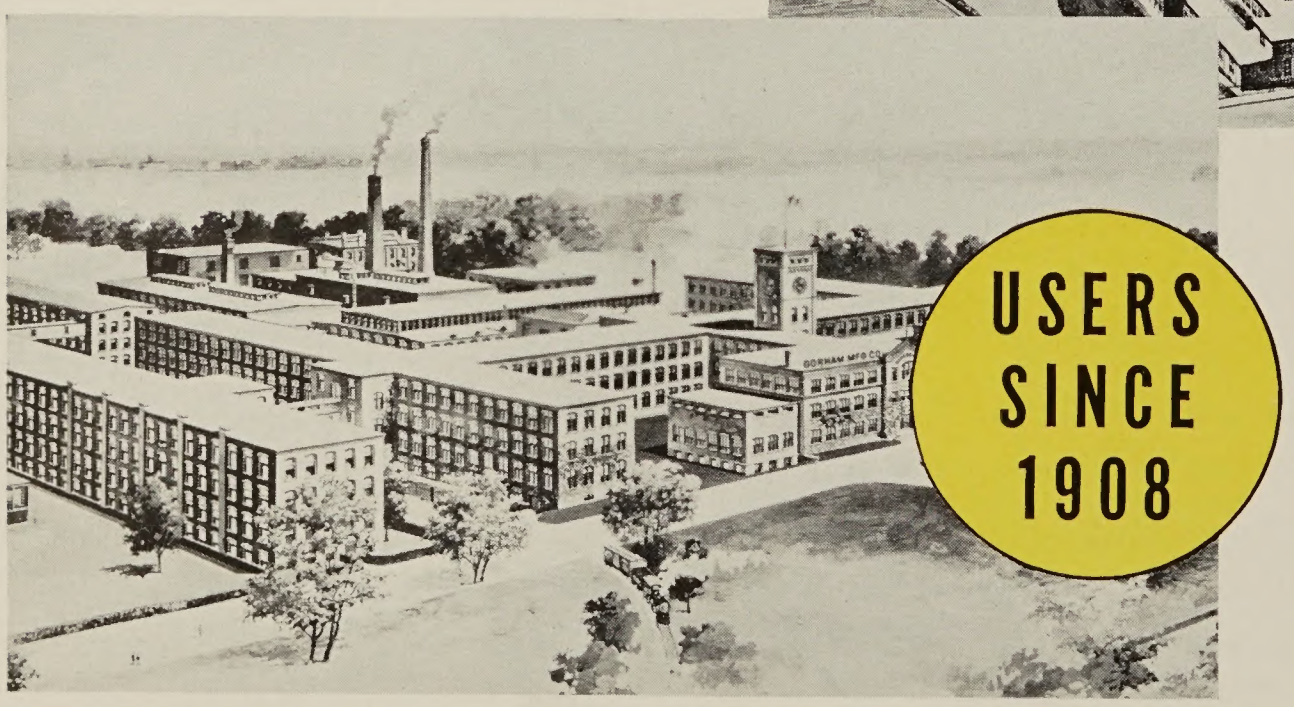
PEPPERELL MANUFACTURING CO.
Lewiston, Maine
(*Lady Pepperell Sheets*)

Plants at Opelika, Ala., Lindale, Ga., Fall River, Mass., Biddeford, Me., also painted with Barreled Sunlight. Also users of Outside Barreled Sunlight for mill village exterior painting.



CANNON MILLS COMPANY
Kannapolis, N. C. Plant
(*Largest Manufacturers of Towels in the World*)

" . . . standard with us . . . for many years. Numerous tests have proven its durability and economy. We have used hundreds of barrels . . . are still using it."



GORHAM MANUFACTURING CO.
Providence, R. I.
(*Silversmiths and Goldsmiths*)

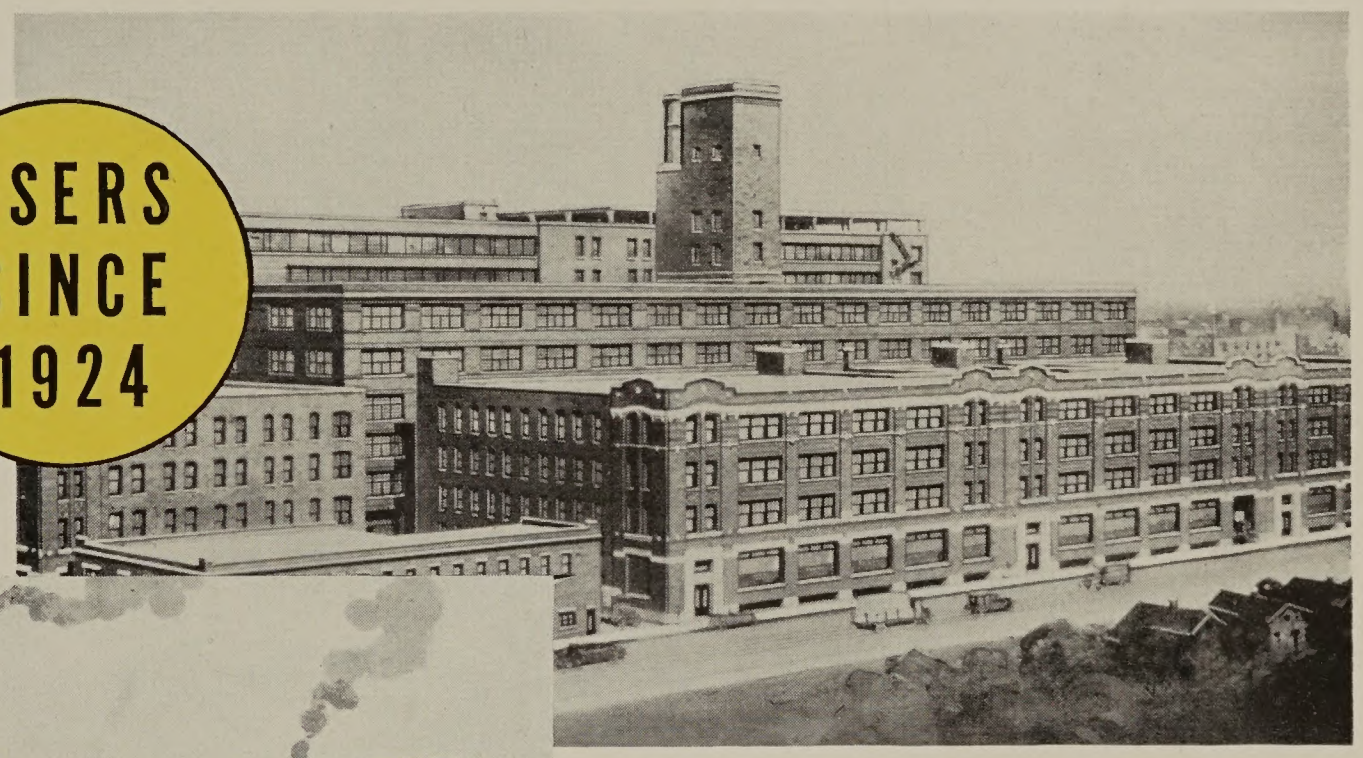
" . . . has given good satisfaction . . . covers well and when painting is done at the factory by outside contractors, Barreled Sunlight is specified by us and cheerfully used by them."

PROOF . . . ?

by America's Industrial Leaders

WM. WRIGLEY JR. CO.
Chicago, Ill.
(Chewing Gum Manufacturers)

". . . withstand repeated washing . . . hold its whiteness, we consider of first importance . . . we have standardized on its use."

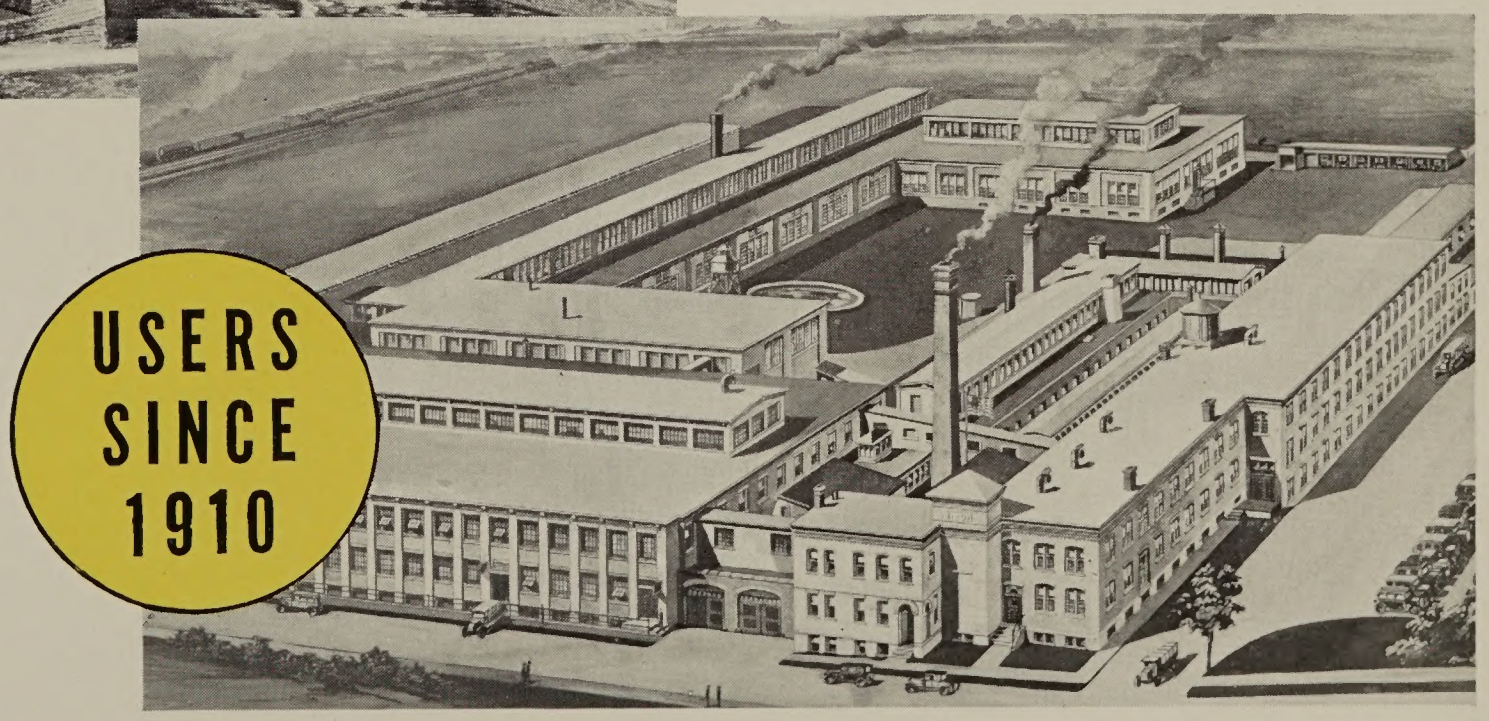


THE L. S. STARRETT COMPANY
Athol, Mass.
(Makers of Fine Mechanical Tools)

"We have used Barreled Sunlight . . . with a great deal of satisfaction, our plant comprising more than five acres of floor space, and from a standpoint of paint is in good condition, we using nothing but Barreled Sunlight where the paint is required."

ROCKWOOD SPRINKLER CO.
Worcester, Mass.
(Automatic Fire Sprinklers)

". . . our plant is unusually well lighted, and this is due to the fine reflecting surface of Barreled Sunlight rather than large window surface . . . the better lighting conditions tend to improve working conditions and decrease the number of accidents."



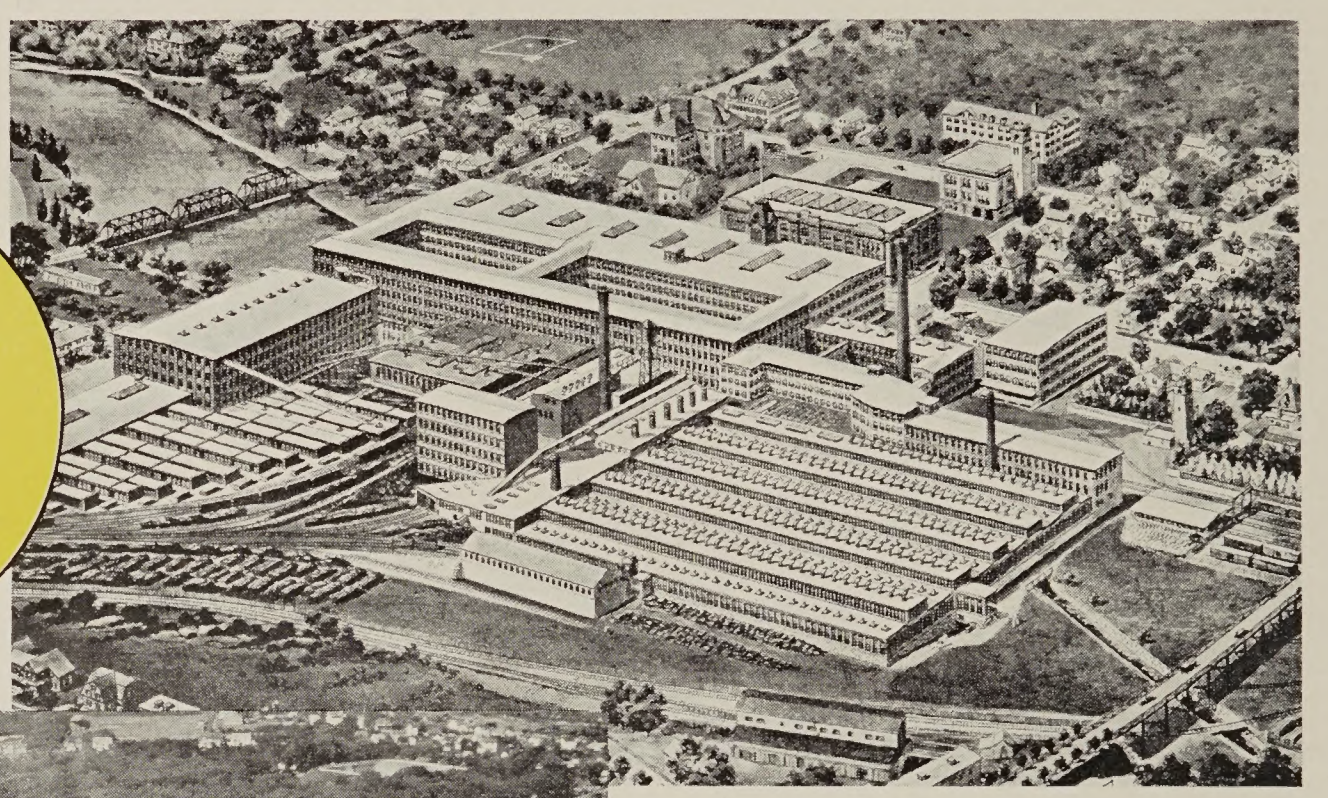
YOU KNOW THESE

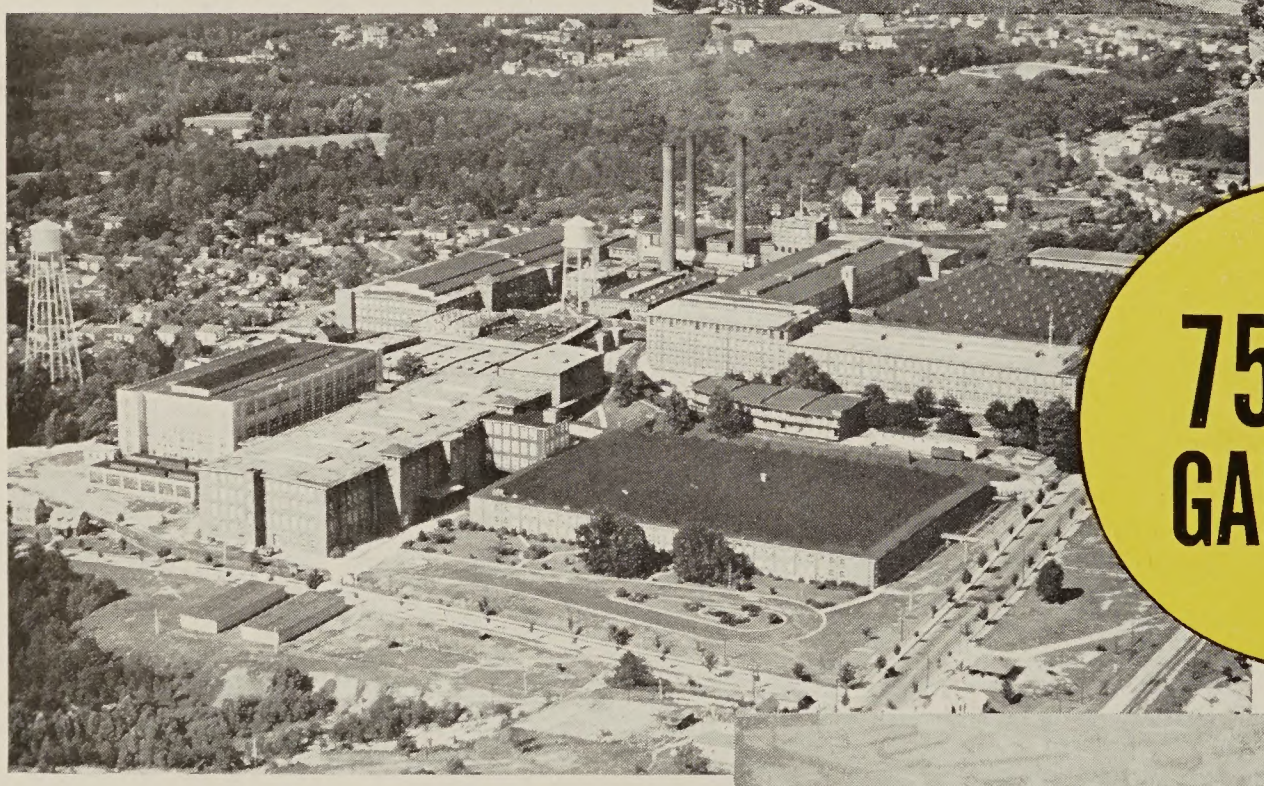
they are long-time, large-

DRAPER CORPORATION, Hopedale, Mass.
(*Manufacturers of Textile Machinery*)

Users of Barreled Sunlight since 1919. Also users of Outside Barreled Sunlight for village home exteriors.

40,000 GALLONS



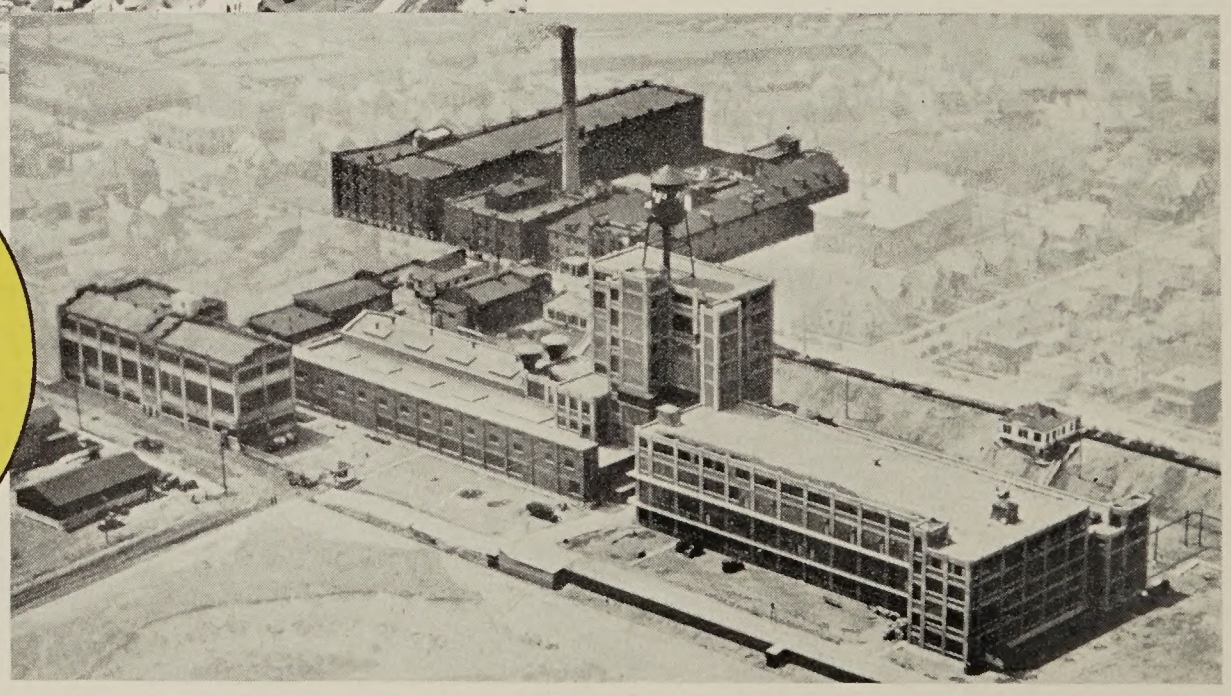


75,000 GALLONS

RIVERSIDE AND DAN RIVER COTTON MILLS, INC.
Danville, Va.
(*Textile Manufacturers*)

Users of Barreled Sunlight since 1905. Also users of Outside Barreled Sunlight for mill village home exteriors.

7,800 GALLONS

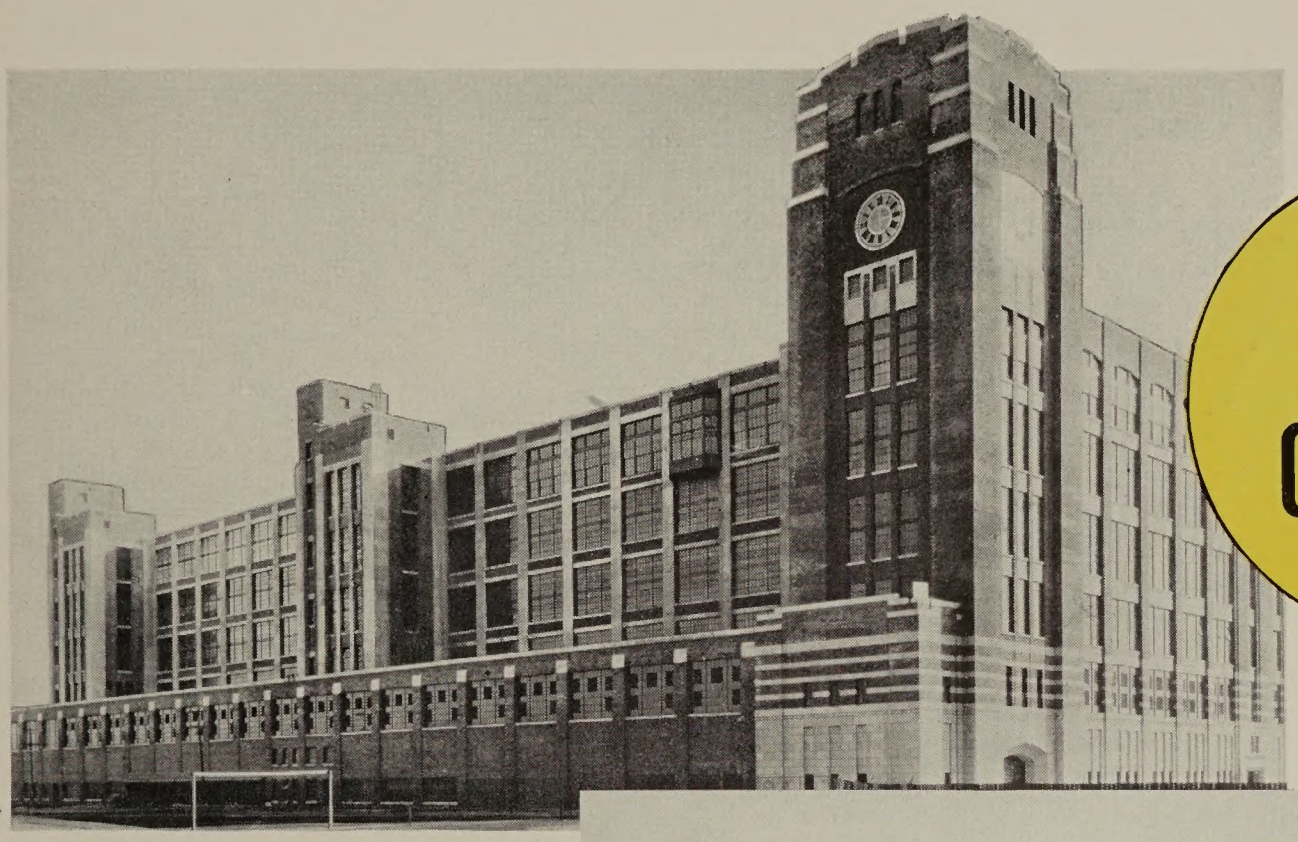


AGFA ANSCO CORPORATION, Binghamton, N. Y.
(*Ansco Cameras, Agfa Film*)

Users of Barreled Sunlight since 1928.

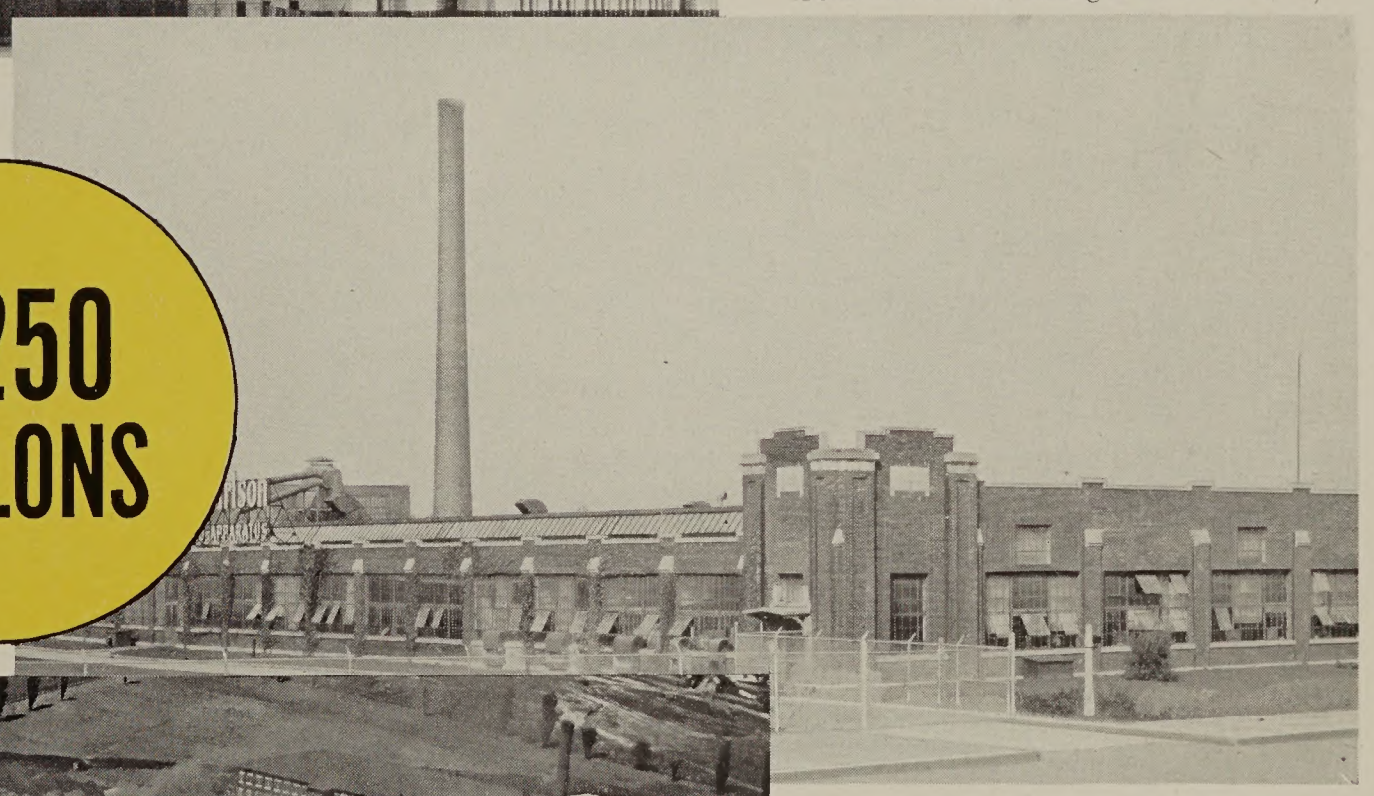
PLANTS . . .

quantity users of Barreled Sunlight



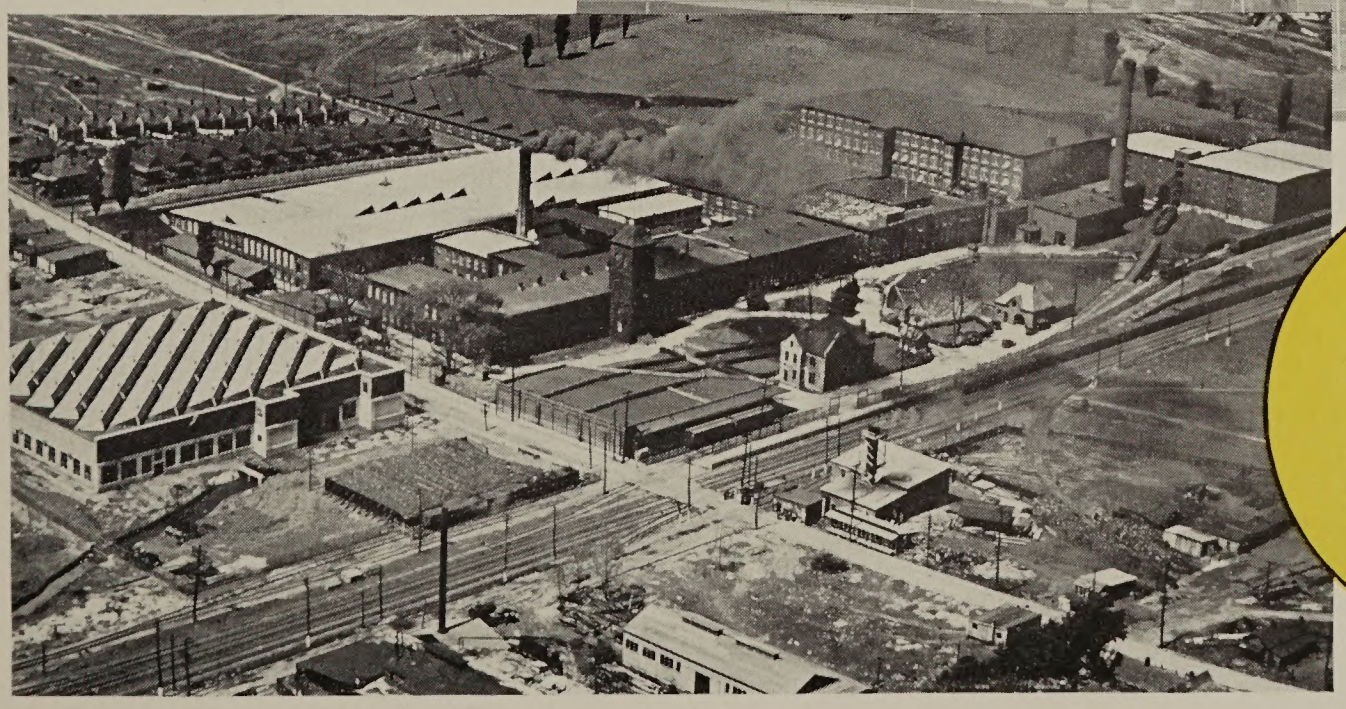
6,500 GALLONS

W. F. SCHRAFFT & SONS CORP.
Boston, Mass.
(Schrafft's Chocolates, Chocolate Specialties and Cocoa)
Users of Barreled Sunlight since 1909.



8,250 GALLONS

STROMBERG-CARLSON TELEPHONE MFG. CO.
Rochester, New York
(Telephone and Radio Apparatus, Cables and Supplies)
Users of Barreled Sunlight since 1917.



17,000 GALLONS

BROOKSIDE MILLS
Knoxville, Tenn.
(Textile Manufacturers)
Users of Barreled Sunlight since 1909. Also users of Outside Barreled Sunlight for mill village home exteriors.

Lower *first* Cost–Lower

It's the Finished Job you pay for

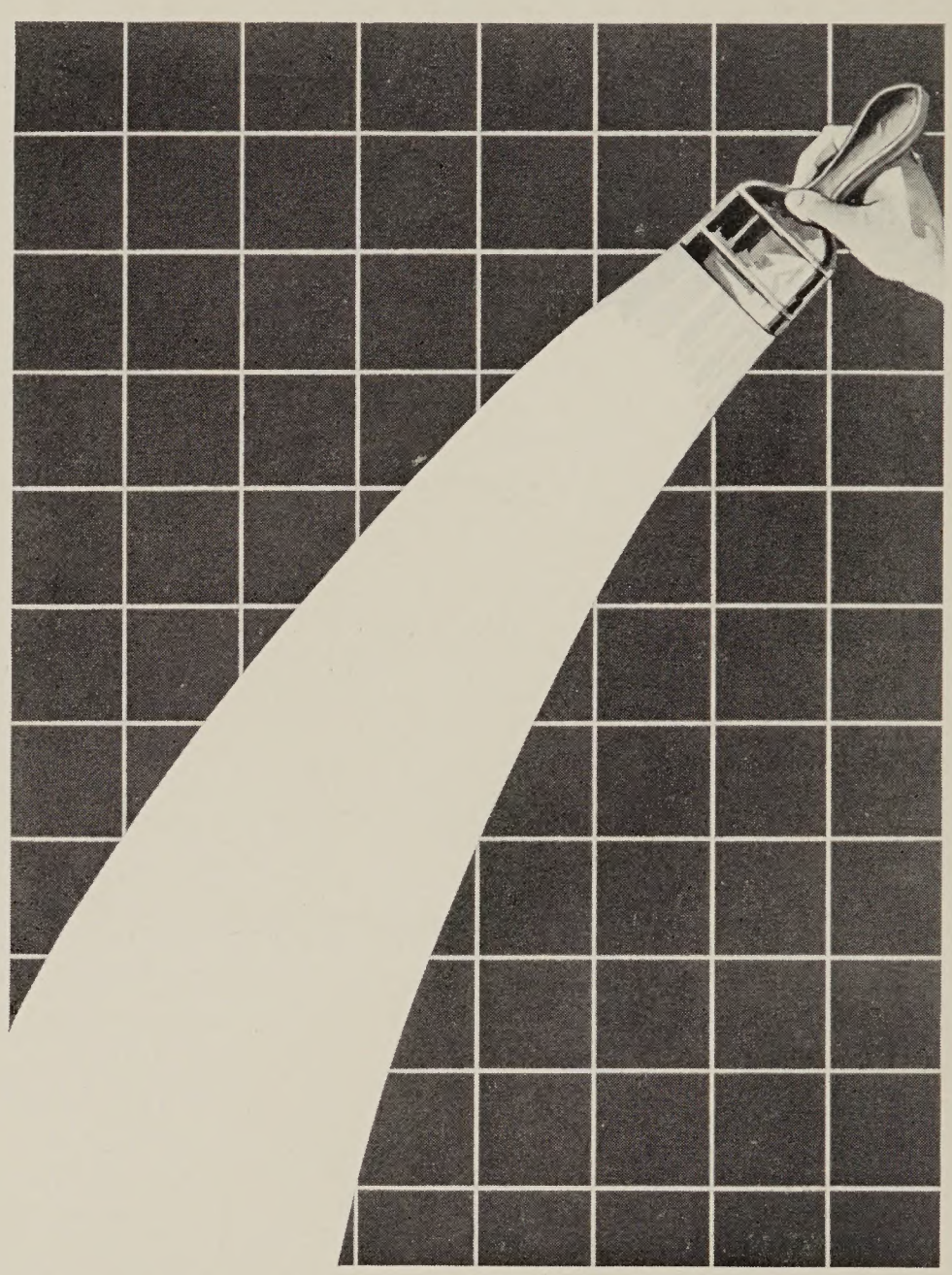
MANY industrial users who have bought Barreled Sunlight for its better light reflection and lastingly clean whiteness, have been surprised to find that Barreled Sunlight actually cost them less on the finished job than many paints priced less per gallon!

The answer is simple enough, although often overlooked. After all, it's the cost of the finished job that counts, not the cost of the paint per gallon.

Tests show that, quantity for quantity, Barreled Sunlight can be applied at a *lower cost per square foot of surface covered.*

This is due to (1) extreme opacity or "hiding power" which means fewer coats per job, therefore less paint, less labor, and (2) remarkable ease of flow which saves so much more labor time.

Thus you add lower application costs to the long-run economy of Barreled Sunlight.



Costs less per Square Foot of Surface Covered

The actual experience of a contractor recently showed that Barreled Sunlight covered 454 sq. ft. per gallon, as against 345-361- and 381 sq. ft. covered by three other gloss paints. The same painter took 3 hours, 9 minutes to do the job with Barreled Sunlight, as against 4 hours, 33 minutes—4 hours, 46 minutes—and 5 hours, 19 minutes with the other paints.

Figure your Painting Cost on the finished job . . .not on price per gallon

maintenance Cost . . .

Barreled Sunlight Gloss Finish White

Ordinary Flat or Eggshell Finish White

Barreled Sunlight *resists* Dirt!

THE photographs of paint surfaces reproduced here are graphic proof that Barreled Sunlight will not collect and hold dirt as ordinary paints do.

These photographs were taken through a powerful microscope. Each paint surface was magnified to the same high degree. The astonishing contrast shows why Barreled Sunlight remains clean so long. Smooth, unbroken and non-porous, it resists dirt by offering nothing for dirt to cling to—no recesses to get into.

Month after month, long after other white paints lose their whiteness . . . become gray . . . dingy with ingrained grime—Barreled Sunlight retains its clean, bright looks . . . holds its high light-reflection powers.

No need to ask anyone responsible for plant upkeep how such dirt-resistance saves money. By eliminating frequent repaintings alone, Barreled Sunlight cuts heavy labor, material and time costs. Time and again has this greater economy of Barreled Sunlight been demonstrated in actual service.

Barreled Sunlight *washes easily as Tile!*

A SURFACE so smooth that dirt can't penetrate is naturally more easily washed than a surface covered with porous, dirt-holding paint. Because Barreled Sunlight washes as quickly and easily as tile, it is a simple and inexpensive matter to keep interiors spic and span, white and continuously light-reflecting with plain soap and water.

In many places, where surface dust is only a part of the problem — where finger prints and smudges soil painted surfaces — Barreled Sunlight is invaluable. It may be washed again and again without harm to its lustrous finish.

There is a Correct type for Every Industrial

INTERIOR BARRELED SUNLIGHT — FULL GLOSS

This type of Barreled Sunlight is recommended for all general industrial interior use where greatest whiteness, light reflection, dirt resistance and washability is required. Sold, as are other Barreled Sunlight products, in churn-equipped steel drums of 55 gallons and 30 gallons each, 5-gallon steel buckets and cans.

BARRELED SUNLIGHT EXTRA HEAVY FLAT AND EGGSHELL

Barreled Sunlight is also available in Flat and Eggshell finishes — made in an extra heavy grade suitable for long-wearing duty on plant ceilings and walls, and identical in characteristics to the Gloss except in degree of lustre. We, however, recommend Interior Barreled Sunlight Gloss for reasons given in the preceding pages.

BARRELED SUNLIGHT CHEMIC ENAMEL

A special reinforced form of Interior Barreled Sunlight designed to resist the discoloring action of chemical fumes and also dry heat in fume free and dust free atmospheres. It produces a smooth, white, non-porous finish, and is recommended for such interiors as chemical laboratories, printing rooms, bleacheries, oven and dough rooms of bakeries, boiler rooms, etc., as a white paint which will best withstand the extreme conditions found in these interiors. Send for further information, explaining your own particular conditions.

BARRELED SUNLIGHT PRIMING PAINTS

Barreled Sunlight Undercoat — For interior priming coat work over wood, metal and similar surfaces. An all-oil primer, it flows and spreads easily, providing a non-porous finish that holds out succeeding coats.

Barreled Sunlight Granolith — A priming coat for concrete, brick, cement plaster and similar porous surfaces. Especially prepared for this purpose, it provides the proper foundation for Barreled Sunlight finishing coats.

BARRELED SUNLIGHT FOR DADO WORK

The same qualities that give Barreled Sunlight its washable smoothness, spreading capacity and durability, make it ideal for dado work and other places where tints or colors are desired. In quantity, we tint to order at factory to suit individual requirements.

TINTS AND COLORS

Barreled Sunlight Products may be readily tinted on the job with colors-in-oil, or in quantity will be tinted at the factory, without extra charge, to match any color sample submitted. Priming paints should be tinted to the same shade as the finishing coats. Dark shades should be made at the factory.

# of Barreled Sunlight Interior Use . . .

SPRAYING

Barreled Sunlight is entirely free from varnish, gum or synthetic resins and can be applied with the spray gun just as well as with the brush. Its free-flowing qualities allow it to pass through the gun without gumming up the nozzle. The covering capacity and the smooth finish of Barreled Sunlight when applied this way are the same as when a brush is used.

for Wall Work in Industrial Plant Offices, Public Buildings and Institutions

BARRELED SUNLIGHT FLAT WALL FINISH

An entirely new type of Flat Wall Finish — designed to make large savings in the cost of labor and material and capable of producing beautiful, lasting jobs. It is ideal for offices of industrial plants, stores, hospitals, schools, etc., where attractive flat finish walls are desired . . . rigid economy necessary. Its unmatched "slip" or *ease of flow* speeds up the painter without hurrying him . . . makes possible more rooms painted and painted better . . . every working day. Time and labor costs, which amount to over two-thirds of any painting bill, are thus radically reduced. The tremendous spreading and covering powers of Barreled Sunlight Flat Wall Finish give further economy. Repeated, impartial tests prove that this Flat Finish has a spreading power *16% to 50% greater than any other high quality flat finish.* Ask for color chart showing eight attractive color suggestions.

BARRELED SUNLIGHT PARTIAL GLOSS WALL FINISH

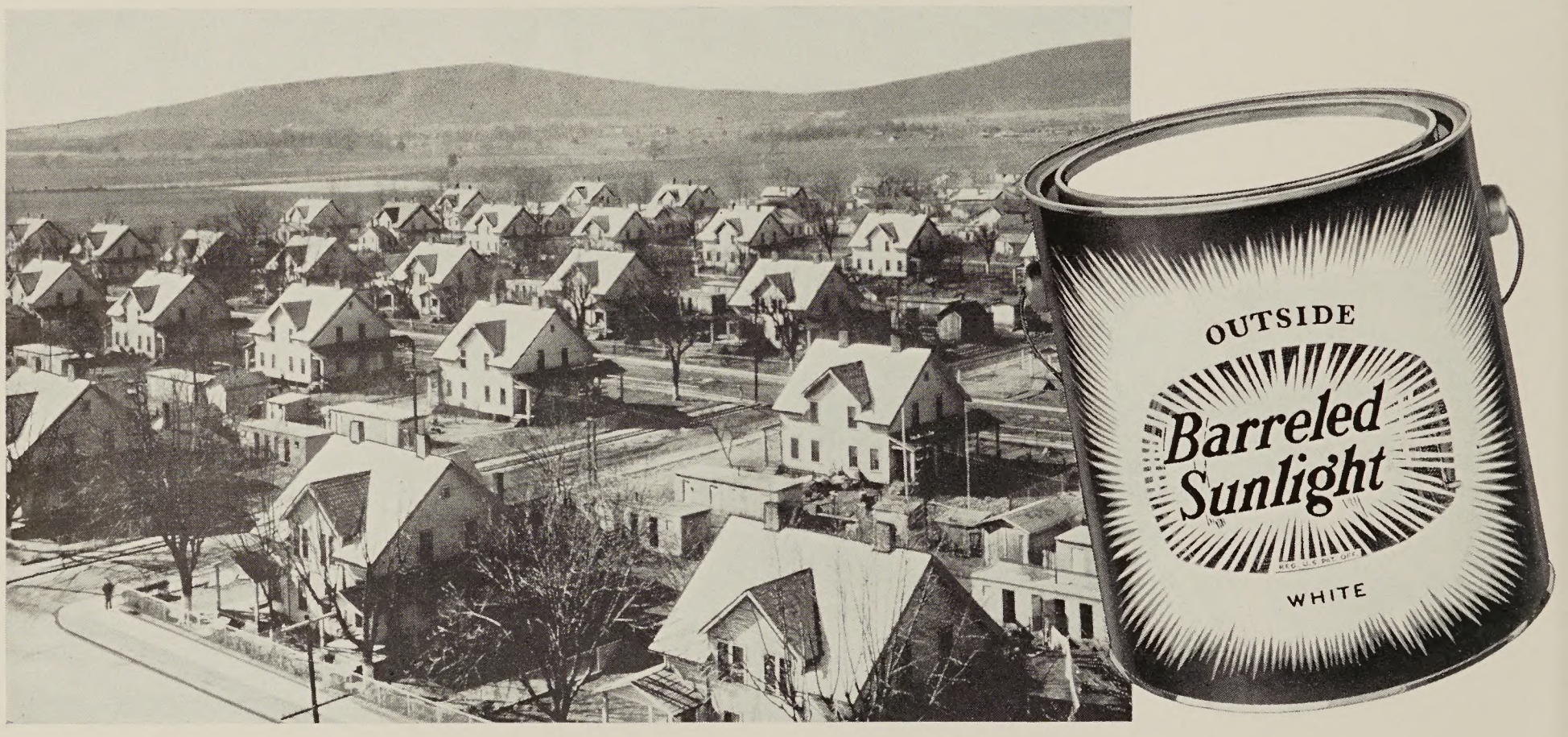
Recommended for walls of industrial plant offices, public buildings, etc. where more washability is necessary than can be obtained with any flat finish yet where a full gloss is not desired. Fingerprints, smudges, grease stains, pencil marks, etc., can be quickly washed from its smooth, non-porous surface. And Partial Gloss Wall Finish may be washed time and again without harm to the surface. Slow in setting, Barreled Sunlight Partial Gloss Wall Finish gives plenty of time for the painting of large areas of surface, leaving no unsightly laps. Easy flowing, it levels out readily, showing no brush marks. Send for folder showing attractive color shades.

BARRELED SUNLIGHT PLASTER SEALER

For sealing and priming hard or smooth finished plaster walls (new or old) use Barreled Sunlight Plaster Sealer, a processed, pigmented, suction sealer. It penetrates and seals with a tough, elastic film providing proper "tooth" for free working and uniform covering of Barreled Sunlight Wall Finishes. Properly applied, Barreled Sunlight Plaster Sealer stops suction, hot spots and seals fire cracks. It dries hard overnight. Easy to apply. Levels out readily.

. . . and for Plant, Mill Village and Private Home Exteriors

OUTSIDE
Barreled Sunlight



INTENSELY WHITE, handsome, durable, Outside Barreled Sunlight was chosen for all mill village houses of Merrimack Manufacturing Company (Alabama Mills), Huntsville, Ala. Interiors of their plant are painted with Interior Barreled Sunlight.

INDUSTRIAL plant managements, with both economy and appearance in mind, have found in Outside Barreled Sunlight a paint which more than meets their rigid requirements for exterior painting of plant buildings, mill villages . . . as well as for personal residences.

Distinguished by the Barreled Sunlight characteristics of unusual spreading and hiding powers and ease of application, Outside Barreled Sunlight greatly reduces the time and labor costs which make up two-thirds of any painting bill.

Remarkably durable, Outside Barreled Sunlight gives complete protection against weathering for a *longer* period of time. It wears smoothly, *evenly*. Hence, less scraping and sand papering before a new coat is applied.

Outstandingly handsome, Outside Barreled Sunlight shows its true quality by a rich depth of finish all its own. In its pure white form, it has gained the distinction of the phrase, "Whitest of all Outside Whites." An all-oil product, it may be tinted any color . . . retains, under tinting, all of its qualities save whiteness. Quantities tinted to order, free of charge, at the factory.

FOR PRIMING COATS — use Outside Barreled Sunlight *Undercoat*. It is especially manufactured for use under Outside Barreled Sunlight and will give you a better looking, longer wearing job. Ask for complete directions.

U. S. GUTTA PERCHA PAINT CO.

Factory and Main Offices

19 DUDLEY STREET, PROVIDENCE, R. I.

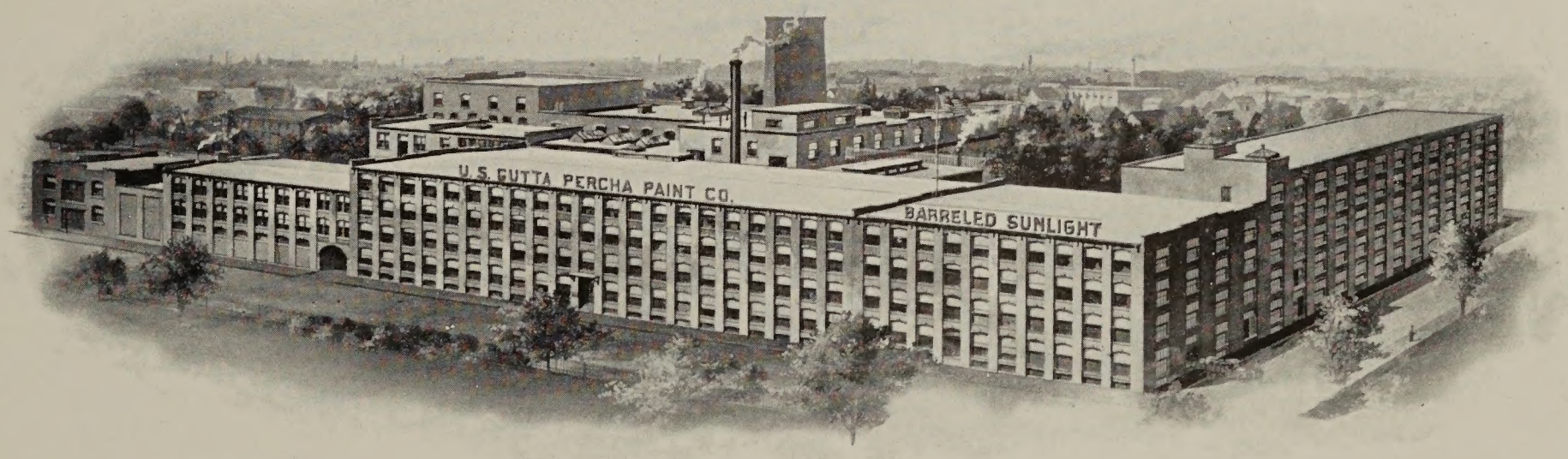
Branch Offices:

NEW YORK — 420 LEXINGTON AVE.

CHICAGO — 659 WASHINGTON BLVD.

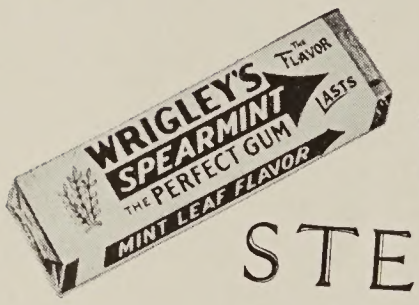
SAN FRANCISCO — 301 MISSION ST.

Distributors in all principal cities of the U. S. A.



THE HOME OF BARRELED SUNLIGHT

CONSIDER WHO USES BARRELED SUNLIGHT ...AND WHY...



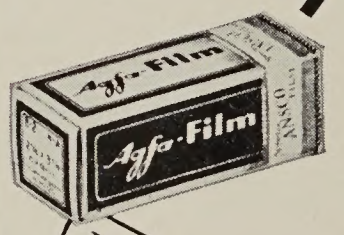
Western Electric

STEINWAY

Starrett

Allen A

MENNEN



Gruen

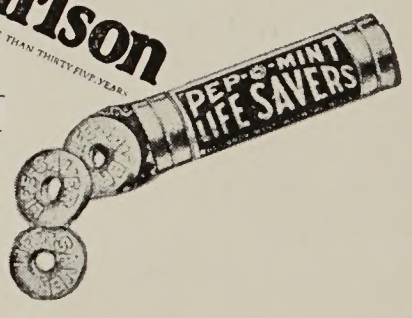
TRADE MARK CANNON

PEPPERELL TRADE MARK FABRICS

Stromberg-Carlson

Pyrene TRADE MARK

GORHAM



Coopers

REG. U.S. PAT. OFF.

WITH paint, as with anything else, the only claims that are worth while are those based on actual performance. When a salesman says his paint is best, ask him this simple question—"Who uses it, and why?" For paint, too, is known by the company it keeps.

A complete list of the prominent companies using Barreled Sunlight to-day would read like a Who's Who of Industry. Just a few of their trade-marks and names are shown on this page. After exhaustive tests, over long periods of time, these and many other nationally-known plants are satisfied that Barreled Sunlight best answers their painting requirements.